

UNIT 6.2

ORGANIZATION STUDIES OF RURAL TOURISM

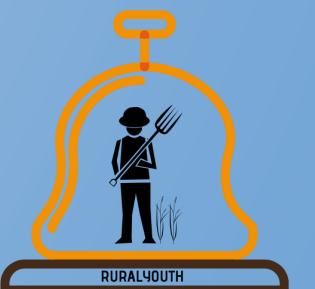
MODULE 6: RURAL ALLIANCE FOR ENTREPRENEURS

OBJECTIVES

You will learn the importance of organization studies for rural entrepreneurs in Unit 6.2.

Keywords:

- Organization studies
- Local administration
- Rural entrepreneurs
- Acting together



AT THE END OF THIS UNIT, YOU WILL BE ABLE TO...



Understand the necessity of joint actions to achieve success



Get the knowledge of how entrepreneurs can carry out joint studies with the local institutions



Understand the importance of acting together



TOPICS

1. Emergence of rural tourism
2. What can entrepreneurs do?
3. What should the local administrations do?
4. Contributions of the local people

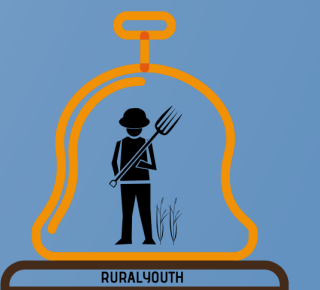
Emergence of Rural Tourism



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First of all, there shouldn't be any farmer left without land in the country. The size of large land farmers and large farm owners are allowed to run must be limited on basis of the population density and the level of soil fertility in the area.

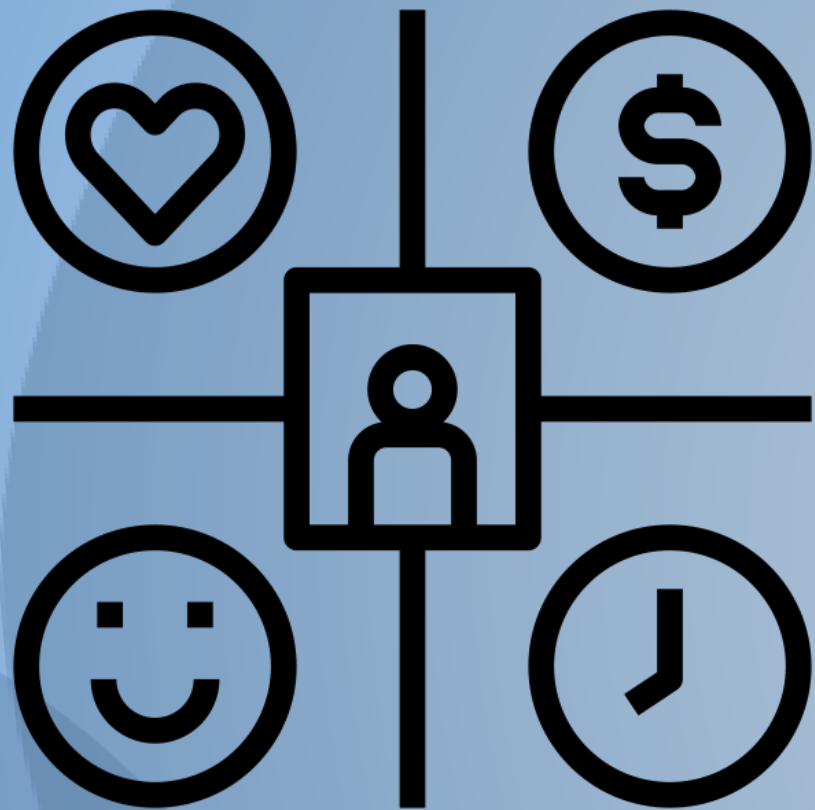
– MUSTAFA KEMAL ATATÜRK (1937)



- Due to the poor and limited job opportunities in rural areas, people living there have been moving to large cities.
- In order to prevent this uncontrolled rural-urban migration, rural entrepreneurship comes into play as a crucial actor.
- A well-planned and diverse rural tourism ecosystem could be considered as a good example of a rural entrepreneurship.
- The main reason behind the emergence of rural tourism is to create new employment opportunities for the people living in the countryside, and to make them stay where they are by providing decent living conditions and working standards.

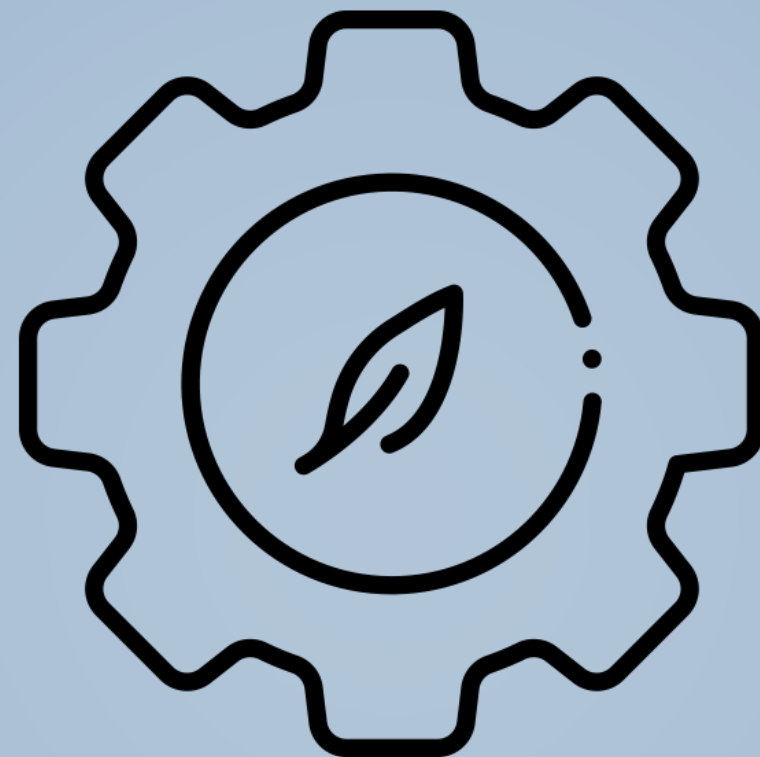


The connection between entrepreneurship & rural development can be exemplified as follows:



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Well-running entrepreneurial activities in rural areas fortify the rural development.



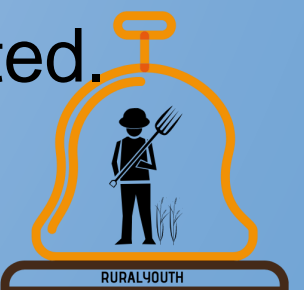
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Rural development ensures that socio-cultural differences between the rural & urban areas are kept in minimum.



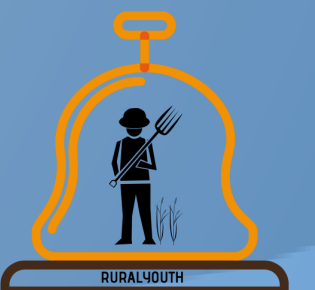
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By dint of the developments in rural areas, uncontrolled migration & unemployment issues will also be eliminated.



The benefits of rural entrepreneurship can be pointed out as follows:

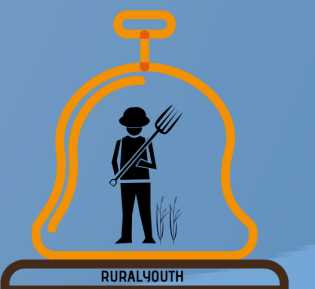
- Providing new employment opportunities
- Encouraging the youth living in rural areas
- Improving the living standards of local people
- Preventing uncontrolled migration to large cities
- Cultural development in rural areas





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- Entrepreneurial activities can only be successful through cooperation with rural administrations.
- In order to recognize the region and to take actions and implement activities accordingly, one must establish both stable and solid connections with the local institutions located in the rural regions where the entrepreneurial activities are to be held.

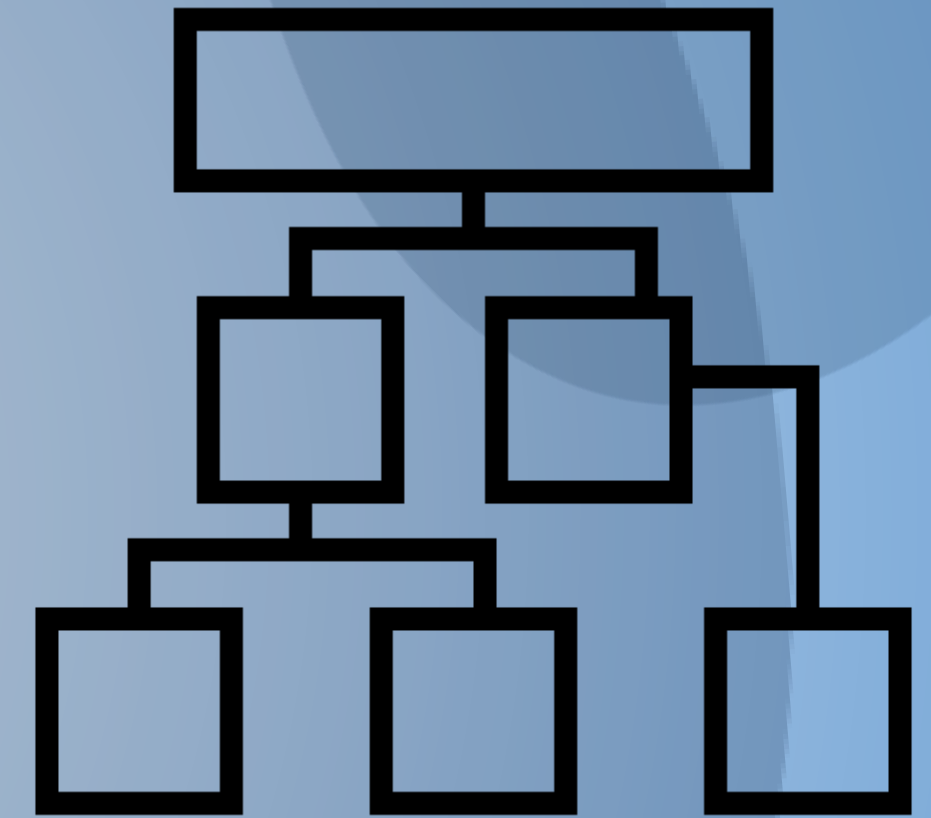


What Can Entrepreneurs Do?

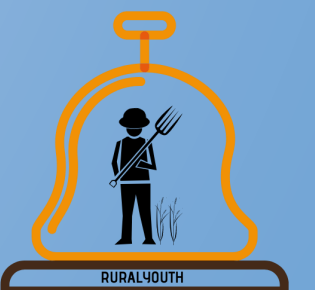


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- Entrepreneurship is a process that requires to have an idea, and then, to further develop this idea with long-lasting collaborative works.
- Rural entrepreneurs ought to do a lot of work to support the development process of rural regions.
- Entrepreneurs carrying out their activities in rural areas should cooperate with the local administrations and non-governmental organizations operating within the region.
- Successful results can be achieved by dint of these joint efforts.



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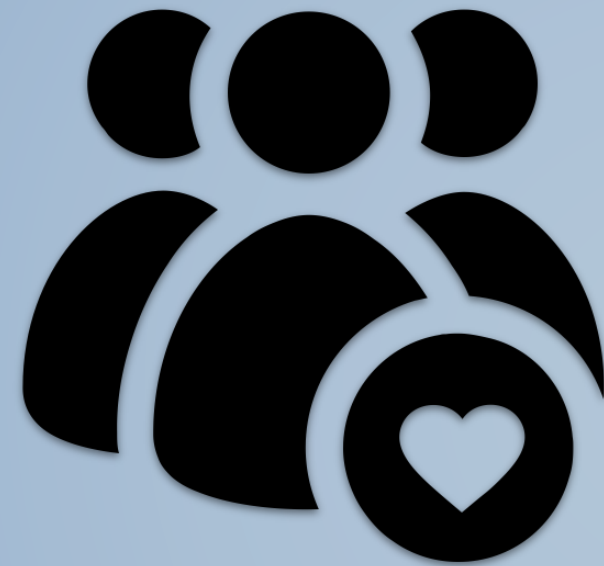


The actions what entrepreneurs can do for a sustainable rural tourism would be exemplified as follows:



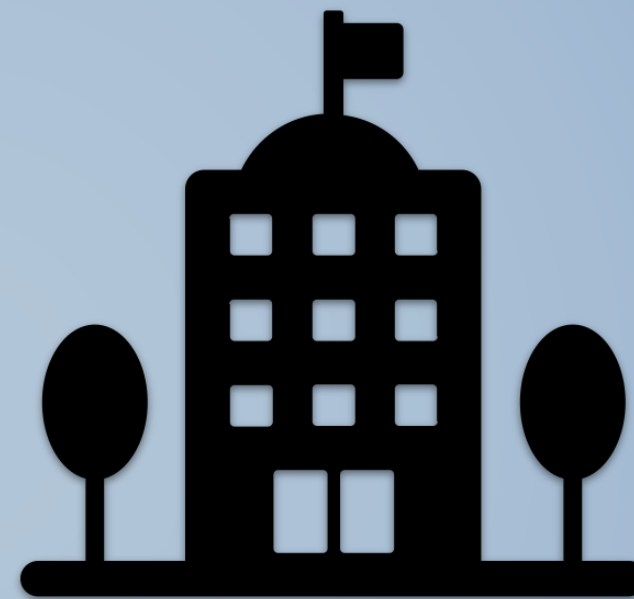
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Gaining knowledge by conducting research about the rural areas in which they take actions.



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Cooperating with non-governmental organizations already present in the region.



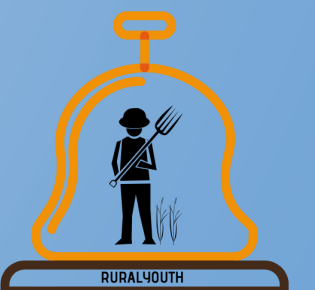
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Conducting joint studies with local administrations.



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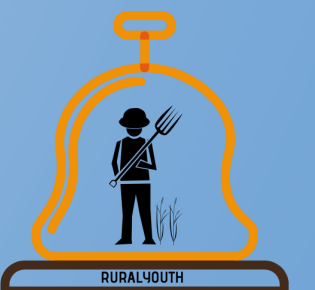
Communicating and collaborating with local people.



- Each rural entrepreneur should first determine with whom they work, and should be in close contact with all partners who will or may be involved within the process.
- In order to achieve sustainability, it is necessary to act jointly with all shareholders.

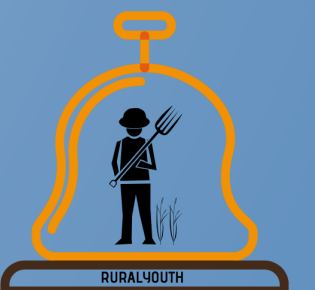


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The most important factor concerning directly the vitality, enhancement or poverty of a nation is the economical situation of the nation.

– MUSTAFA KEMAL ATATÜRK (1930)

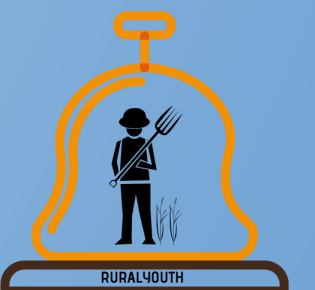


What Should the Local Administrations Do?

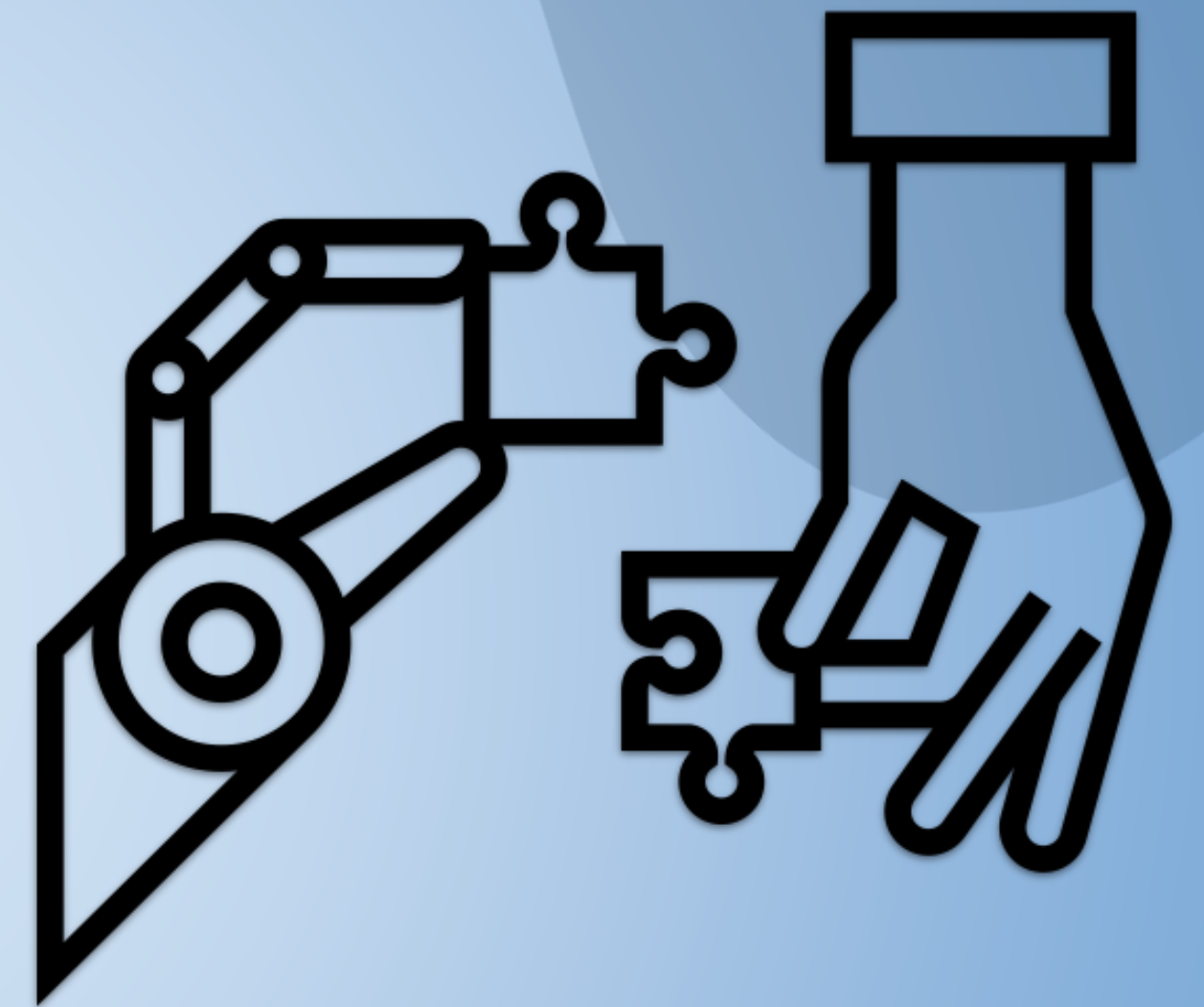


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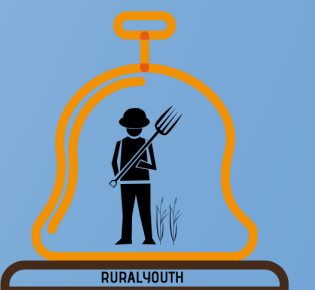
- A sustainable development in rural areas can only be obtained by acting together with local administration, which is one of the most important shareholders.
- It is of great importance that a meaningful cooperation between the local administrations and entrepreneurs must be established in order to fully maintain the sustainability of activities.
- Local administrations are to be assigned to a set of duties whose primary objective is to boost the rural tourism activities prioritizing the rural development.



- For an effective local cooperation process, first of all, the personnel of the local administration must be well-trained in this regard.
- This is a vital consideration in determining the activities that can be carried out in the region and the needs of the local people.
- Many factors such as fulfilling the needs of the local population, modern landscaping and promotional activities are carried out by the local administration.
- Therefore, the local administration should prioritize to keep rural tourism alive in their plans.

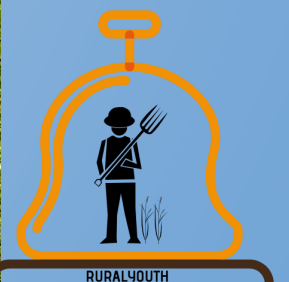


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Local administrations in rural areas such as towns, districts, counties and villages play an active role in determining the needs of the local people since they also live in the same region.

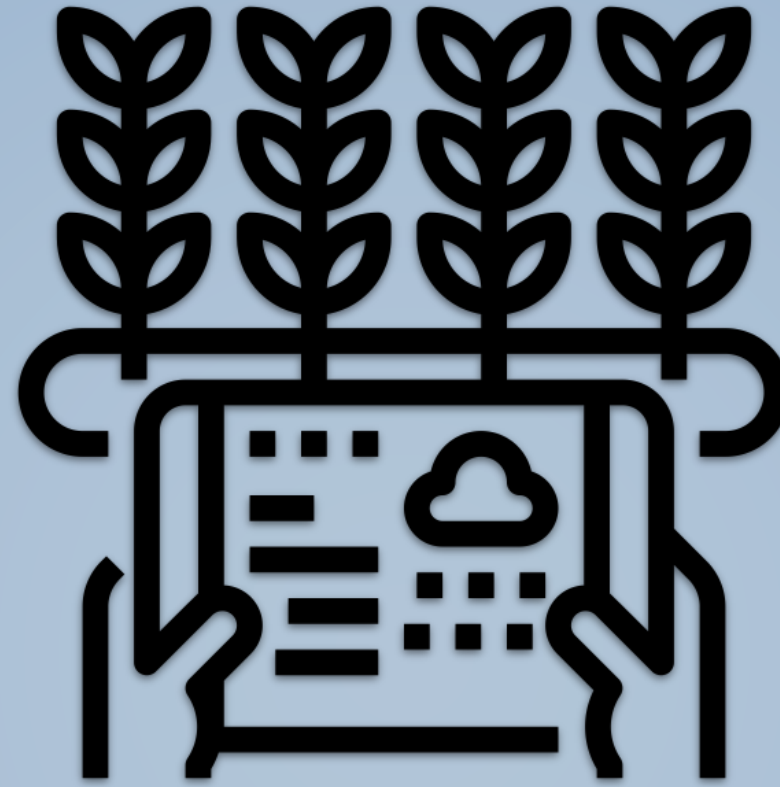


RURAL YOUTH



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Local administrations are one of the most important actors of local development processes.



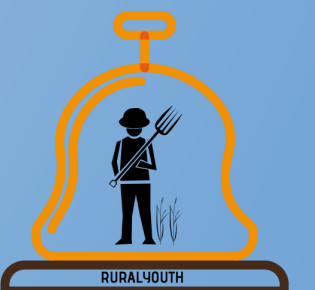
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Local administrations can serve very important functions in rural areas, especially in agricultural development.



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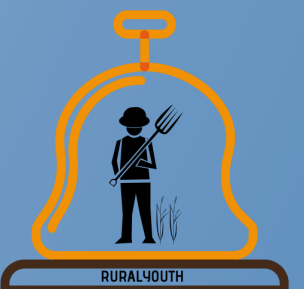
It is important to establish a good organization & planning.





There are some periods in a nation's history when all the physical and moral forces must be united and aimed at the same direction to reach certain goals. In recent years, our nation perceived the important results of such a movement of unity. All the nationalist and republican forces must unite their power to defend the revolution and the country against internal and external threats. Forces of the same kind must unite in the same manner.

– MUSTAFA KEMAL ATATÜRK (1931) (ATATÜRK'S S.D. III, P. 90)



Contribution of the Local People

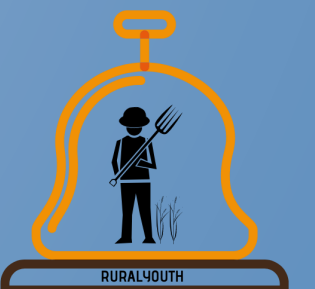


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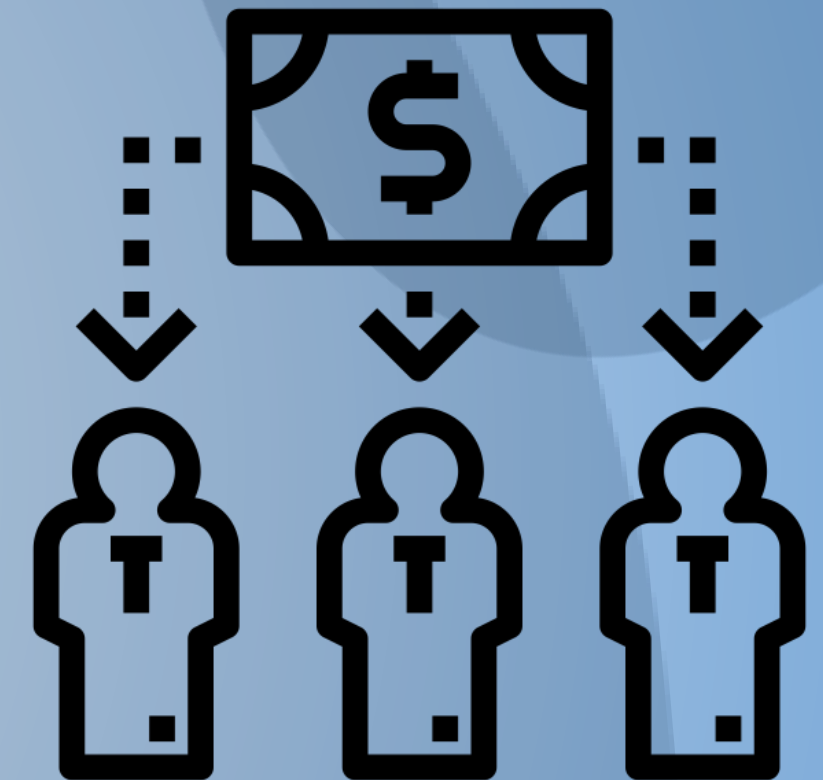
Where there is activity, there is fertility.

– TURKISH PROVERB

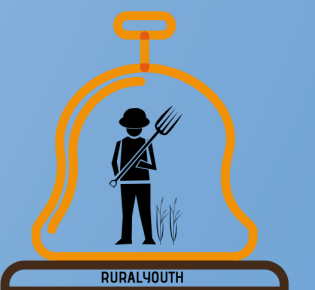
(English Equivalent: Fireflies shine only when in motion.)



- Any shareholder relations based on mutual relations can be mentioned in rural tourism.
- Amongst these shareholders, local people have an important place in rural tourism.
- In order for entrepreneurs to achieve a sustainable success, local people must be included in both planning and implementation phases.



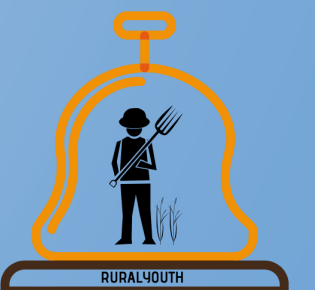
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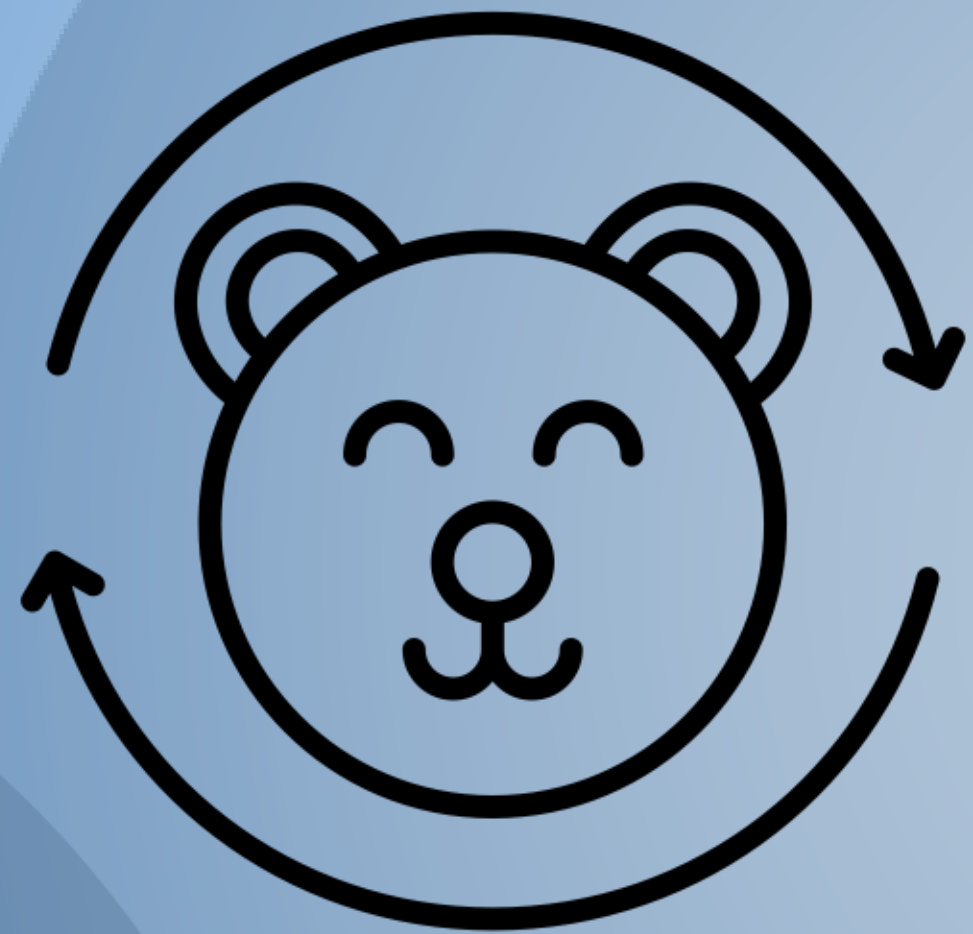


- Another thing to make the rural areas attractive for the tourists is to feature the traditional life of the local people.
- In the light of this information, fully integrating the local people into the entrepreneurial activities therein is one of the wisest things that could be done in order to thoroughly respond the demands of tourists.



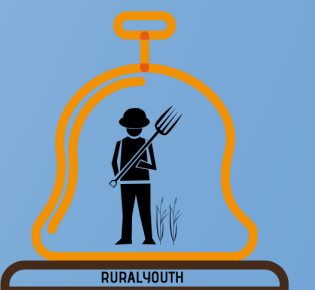
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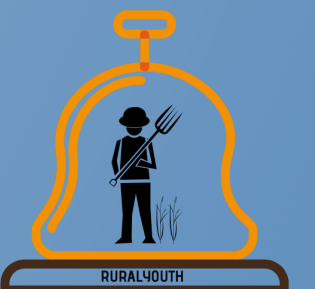
- The positive approach of local people to rural tourism enables them to affirmatively interact with the tourists.
- Thus, first of all, the general attitude of the local people towards the rural tourism must be favorable.
- Second, this favorable attitude is turned into conscious behaviors creating a positive atmosphere and affecting the rural tourism in a good way.
- Third, in this positive atmosphere, the satisfaction levels of tourists are also increased.



RURAL4YOUTH

If the political and military victories are not supported by the economical victories, they cannot be permanent and evaporate within a short time. The real master of Turkey is the actual producer, the villager. Therefore, the villager deserves more prosperity, welfare and happiness than the others. Therefore, the Economical Policy of the Turkish Grand National Assembly addresses this main purpose.

– MUSTAFA KEMAL ATATÜRK (MARCH 1, 1922)





SURF
TO FIND OUT
MORE

- ☞ Here is a video about Rural Entrepreneurship!
- ☞ Here you can find an article describing cooperation networks in tourism!
- ☞ You can find the article about this subject!
- ☞ Here you can find the brochure prepared by the OECD for entrepreneurs!
- ☞ You can browse this website of UNWTO!
- ☞ A microfilm describing the development of some poverty-stricken regions in China through rural tourism!

TEST YOUR KNOWLEDGE!



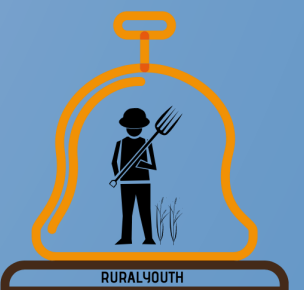
Questions

1- Which one of the below is not an actor in local areas?

- A.) Local administrations
- B.) Entrepreneurs
- C.) Landowners
- D.) Banks**

2- Which of the below is not the one of the partners entrepreneurs can work with?

- A.) Municipalities
- B.) Local people
- C.) Non-governmental organizations operating in the region
- D.) General service worker**



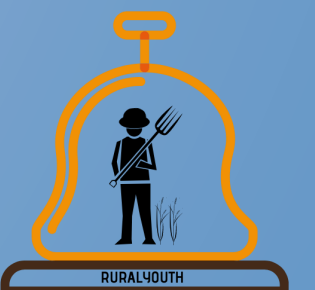


3- Which of the following is not a benefit of rural tourism?

- A.) Providing employment opportunities
- B.) Cultural development in rural areas
- C.) **Migration to the city**
- D.) Mobilizing young population in rural areas

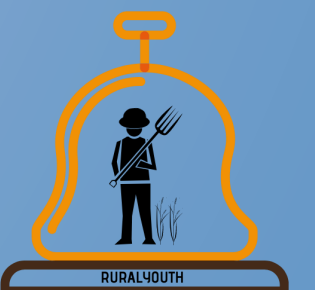
4- Which of the following is necessary for the rural tourism potential to be successful?

- A.) Sea in the area
- B.) **The existence of organizations that can work collaboratively**
- C.) Being far from the city
- D.) The history of the region



5- Which of the following is not among the activities that entrepreneurs should do for the development of rural tourism?

- A.) Communicating with local people and acting in line with their needs
- B.) Evaluate what can be done with local administrations
- C.) **Cooperating with law enforcement in the area**
- D.) To cooperate with non-governmental organizations operating in the region



True or False

1- In order for local entrepreneurial activities to be successful, it is necessary to encourage young entrepreneurs in rural areas.

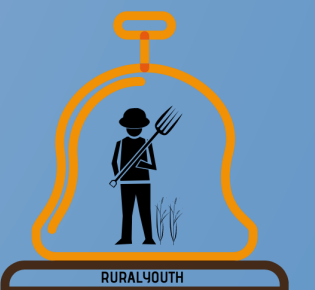
2- In rural entrepreneurship, monetary incentives are at the forefront rather than the importance of the region and its cultural characteristics.

3- It is sufficient to act jointly with local administrations in order to put forward sustainable works.

True/False

True/False

True/False

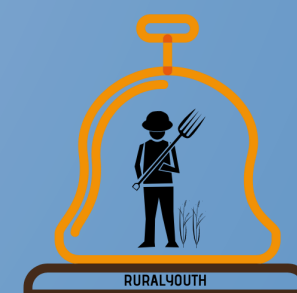


4- Non-governmental organizations operating in the region where entrepreneurship activities are carried out play an active role in ensuring coordination between shareholders.

True/ False

5- Rural entrepreneurs cannot be successful if they are not accepted and supported by local people who are one of the most important shareholders.

True/False



WHAT DOES IT MEAN?



1- Shareholder

2- Non-governmental organizations

3- Entrepreneurship

4- Sustainable

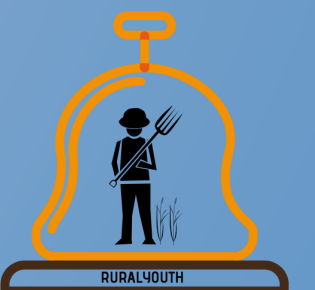
5- Cooperate

6- Development

- a. able to be maintained at a certain rate or level
- b. one who organizes and assumes the risk of a business
- c. one who owns corporate stock
- d. to act jointly with another or others
- e. to improve the society and economy with all its elements
- f. organizations that are independent from official institutions

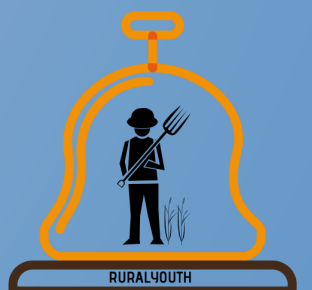


Answer: 1.c 2.f 3.b 4.a 5.d 6.e



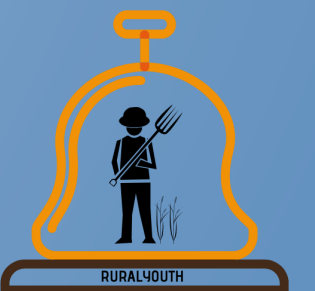
DISCUSSION

1. What kind of organizations should be available to encourage young entrepreneurs in rural areas?
2. What are the qualities of successful entrepreneurs? Can such qualities for entrepreneurship be acquired by working only?
3. In order for rural tourism activities to be successful, various collaborations are necessary. So, why are these collaborations so important and what kind of benefits do they have?
4. Who can be the other shareholders that play an active role in rural entrepreneurship activities? And what can they do?



*What seems to us as bitter trials are often blessings
in disguise.*

– OSCAR WILDE



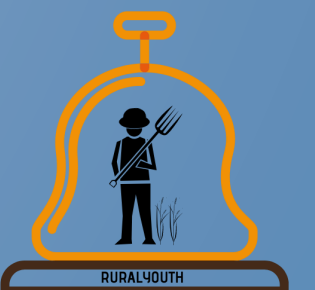
It is known that rural tourism first emerged in the UK in a concept of “returning to nature”.

Have you heard of this before?

It is known in the world in different forms such as rural tourism, agricultural tourism, farm tourism, green tourism and ecotourism.

Revitalizing the natural resources of rural areas is one of the positive effects of the rural tourism.

The development of rural tourism enables women living in rural areas to be more active in business life.



SUMMARY

- In this unit, you have gained knowledge about how to boost rural tourism.
- Also, you have discovered how entrepreneurs and other possible shareholders can act jointly.
- In Unit 6.3, you will learn about the rural education and the possible ways to expand it.

